

FIG 1.  
(Prior Art)

Product Information ~ 202

- Model Number
- Serial Number

Customer Information ~ 204

- Name
- Address
- Telephone Number

Purchase Information ~ 208

- Date of purchase
- Store where purchased

Customer Survey ~ 210

- Number of people in the household
- Household income
- Reason for purchase
- How did you hear about the product?
- Customer lifestyle related questions
- etc.

200

FIG2.  
(Prior Art).

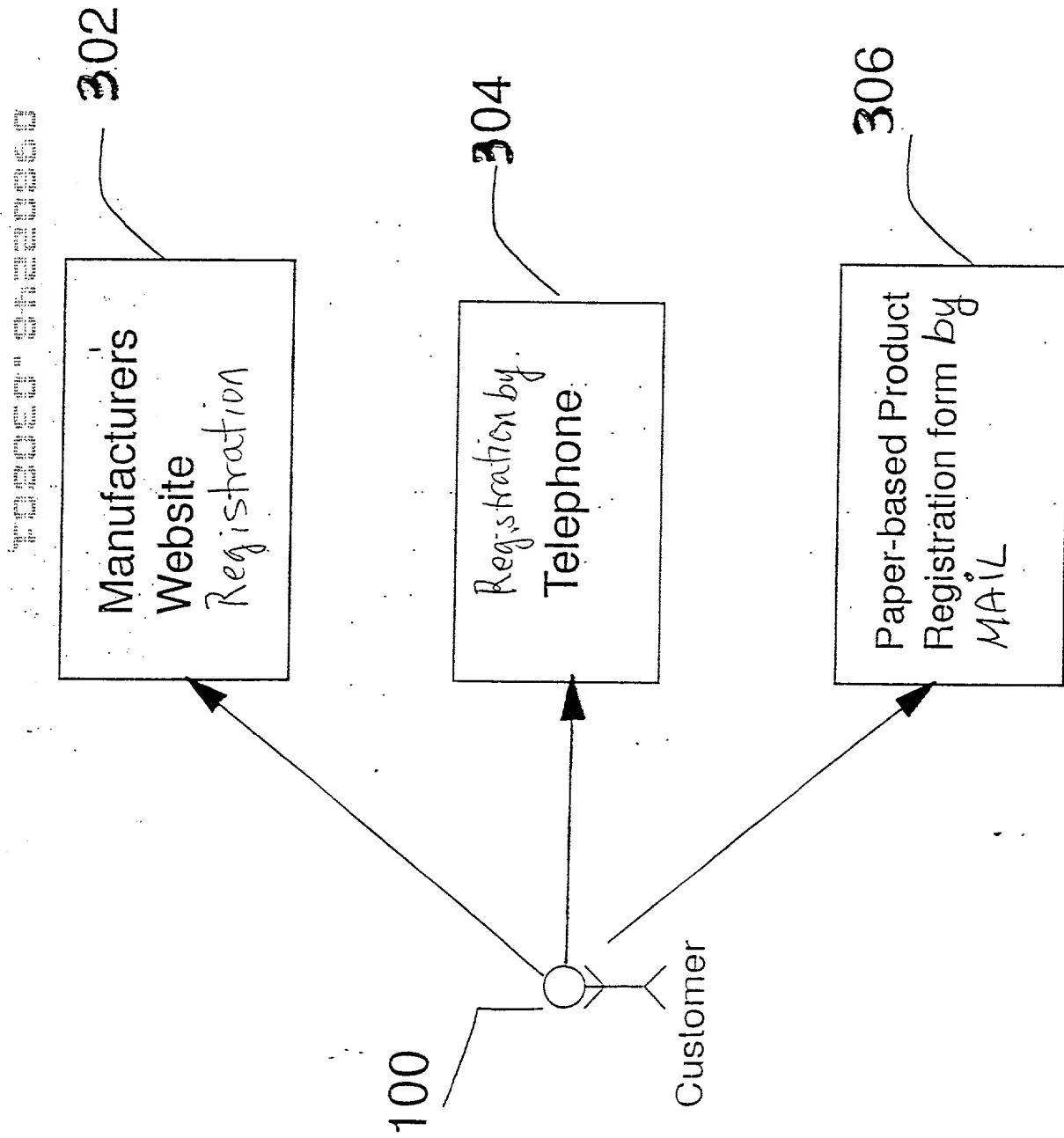


FIG. 3.  
(Prior Art)

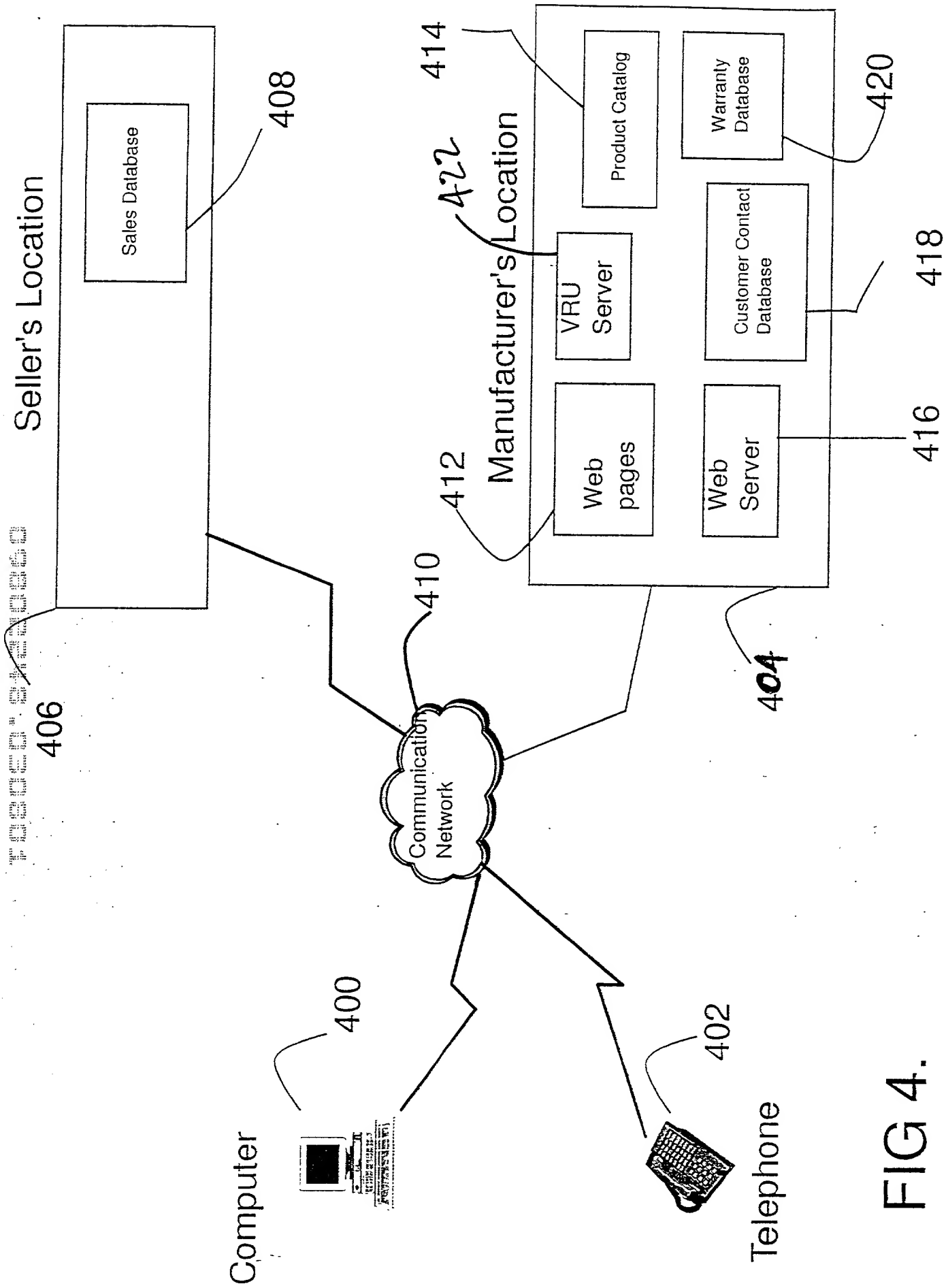


FIG 4.

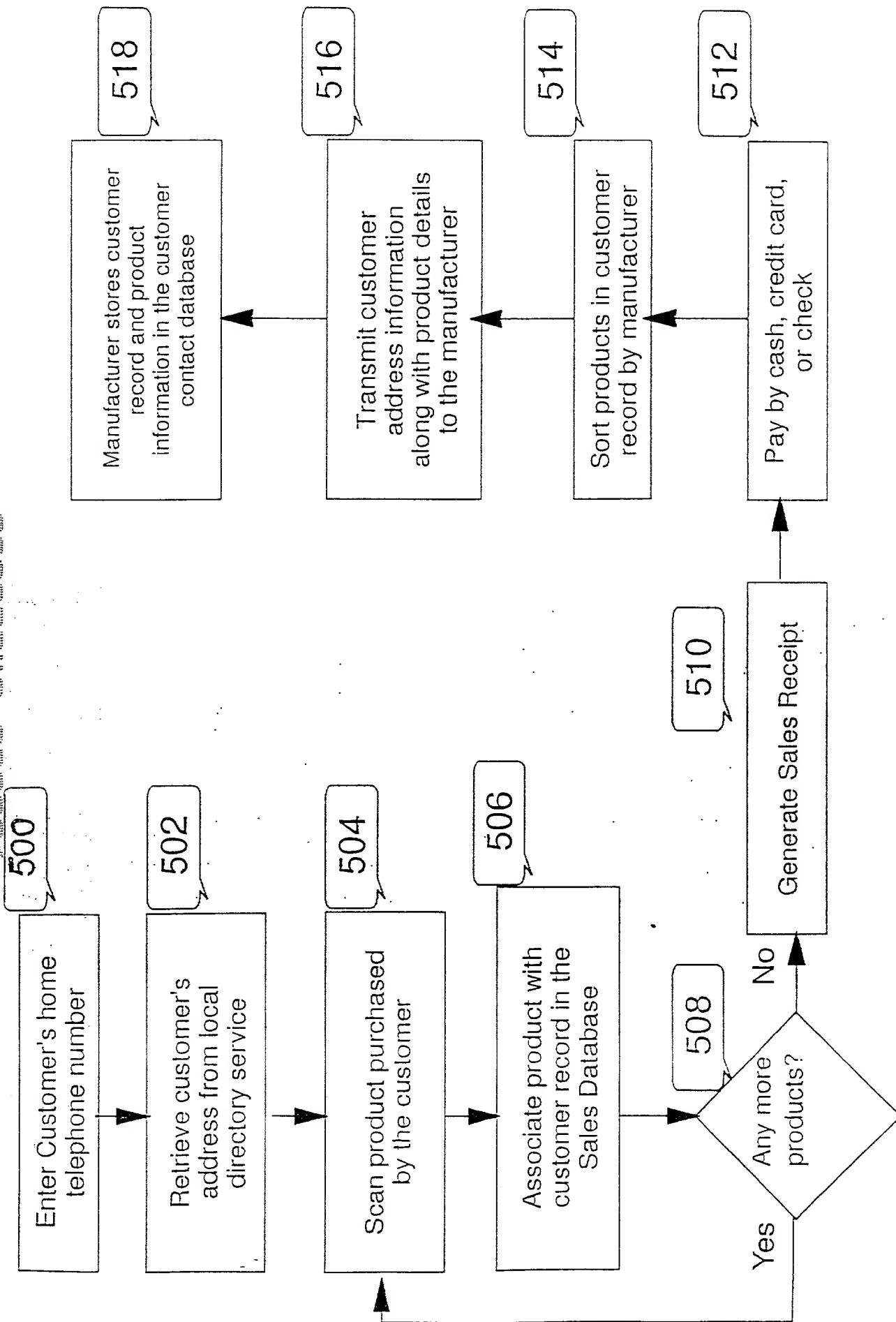


FIG 5.

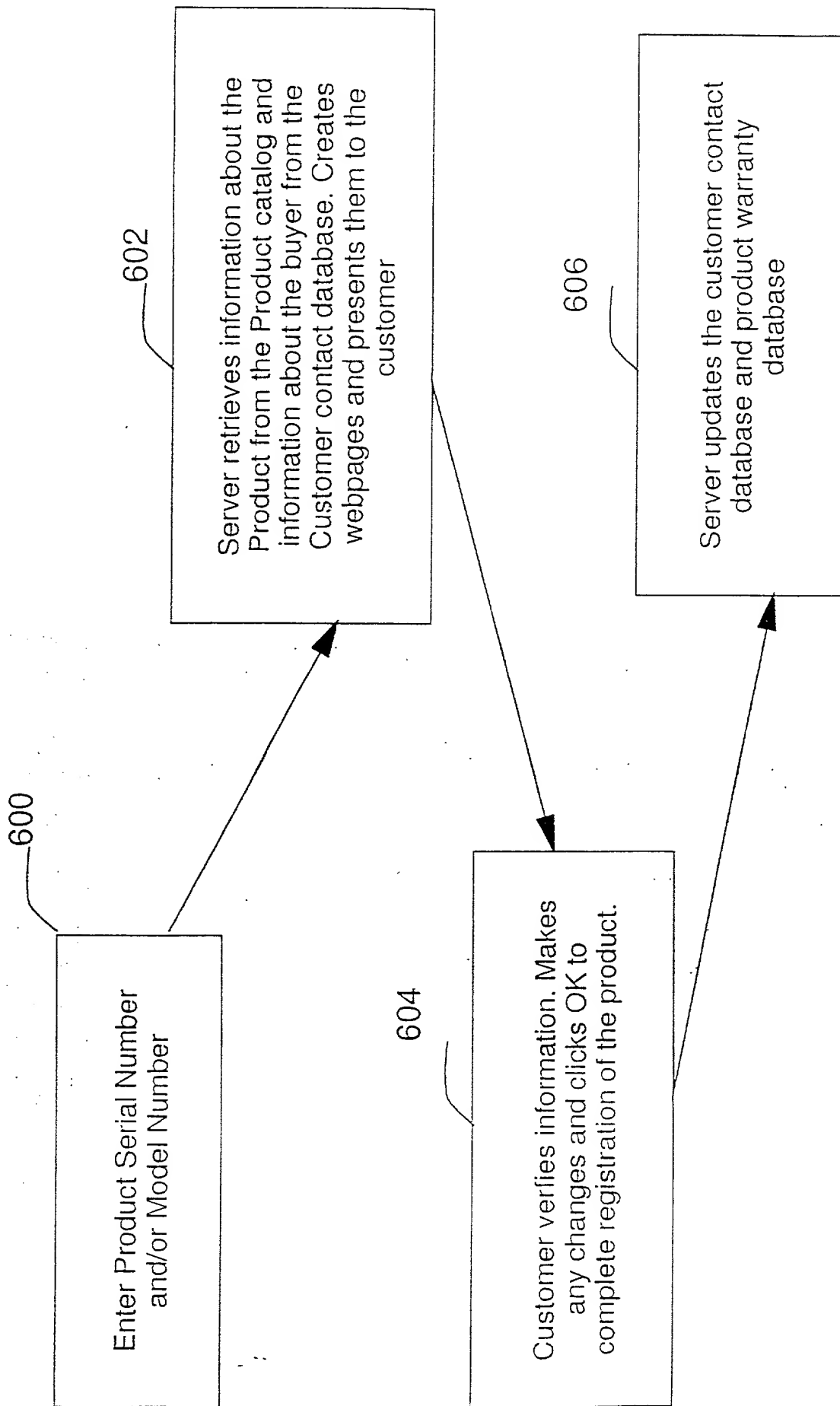


FIG 6.

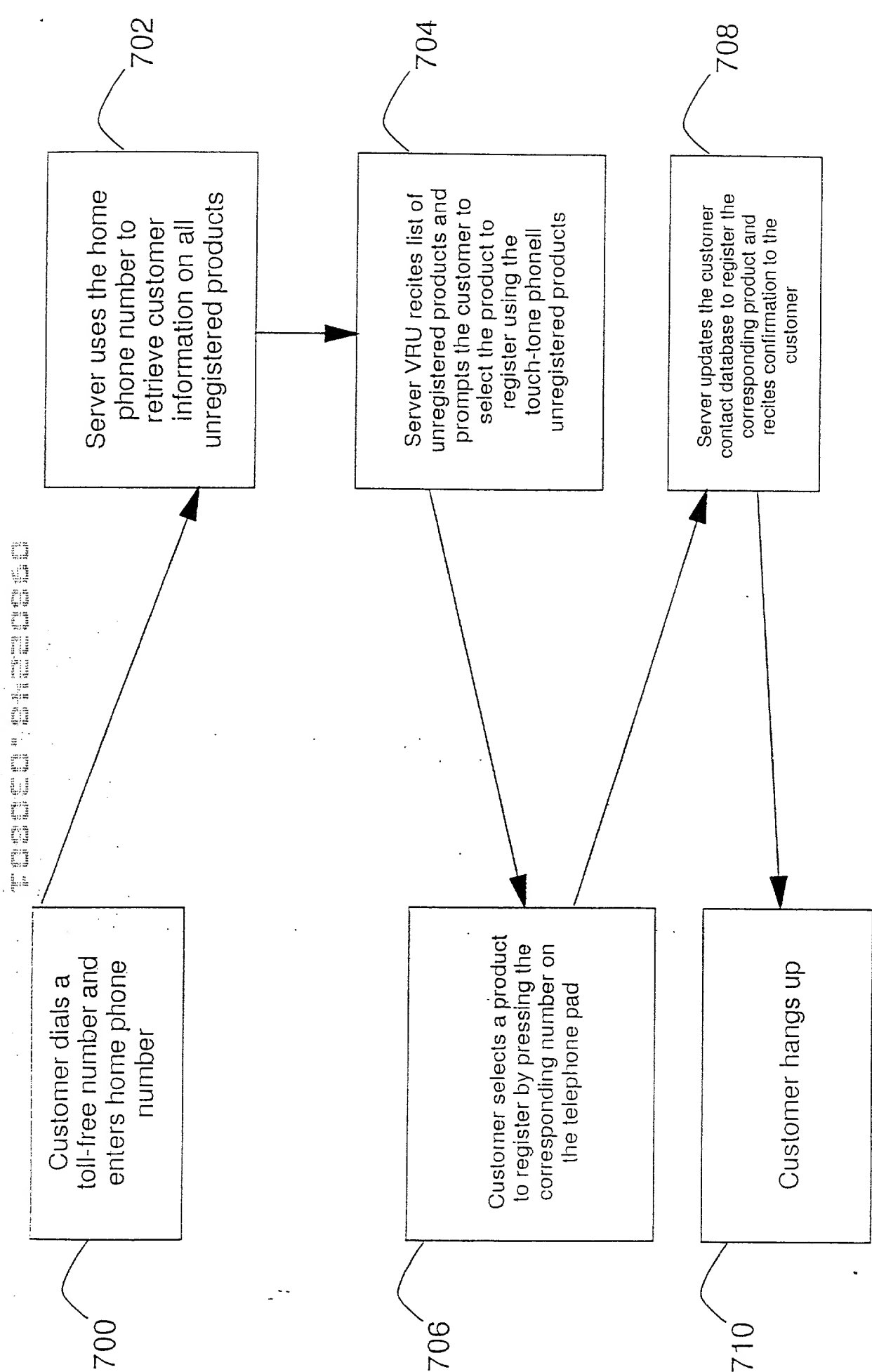


FIG 7.

FIG. 8a is a schematic diagram of a user interface for a customer registration web page.

802

Welcome to Acme Inc Web Site

Product Registration

Please enter product serial number

10X2091

804

Please Enter product model number

805

OK

806

Cancel

808

FIG 8a. User Interface for the Customer Registration Web Page



## Acme Inc Web Site

### Product Registration Information

Serial number

10X2091

810

Name

Wily Cayote

804

Address

1 Acme Road  
Forest Hills, XC 00000

812

Tel

(999)-555-4021

814

Please update the information. If the item was given as a gift to another person, please indicate by placing a check mark below.

GIFT ☒ 816

816

Register

820

Cancel

822

FIG 8b. User Interface for the Customer Registration Web Page

Acme Inc Web Site

Customer Survey Form (optional)

**Purchase Information** ~824

Date of purchase

Store where purchased

**Demographic data** ~826

Number of people in the household

Household income

Reason for purchase

How did you hear about the product

Any other comments

~834  ~836

822

828

832

FIG 8c.

### Product Catalog

- Product Description
- Price
- Warranty Information

### Warranty Database

- Product Serial Number
- Customer Contact Information
- Type of Warranty
- Expiration date

Fig. 9 (a)

Fig. 9 (b)

### Customer Contact Database

- Product Information
  - Model Number
  - Serial Number
- Customer Information
  - Name
  - Address
  - Telephone Number
- Purchase Information
  - Date of purchase
  - Store where purchased
- Demographic data
  - Number of people in the household
  - Household income
  - Reason for purchase
  - How did you hear about the product?
  - Other comments

Fig. 9 (c)

FIG 9.